

# TAMPA AREA PROFILE



- #3 “Top 10 America’s Recession-Proof Cities to Retire In”, Forbes, October 2009
- #4 “Top City with Tax Structures Favorable to Business”, KPMG, August 2008
- #5 “Best Cities for the Outdoors”, Forbes, May 2009
- #5 “America’s Most Popular Cities”, Forbes, January 2009
- #28 “America’s Safest Cities”, Forbes, October 2009
- #16 “Top 30 Most-Wired American Cities”, Forbes, January 2009
- #18 “The Best States For Business”, Forbes, September 2009

## POPULATIONS

Tampa MSA . . . . .	2,723,949
Hillsborough County . . . . .	1,174,727
Pinellas County . . . . .	917,427
City of Tampa . . . . .	332,888
St. Petersburg . . . . .	248,098
Clearwater . . . . .	107,742

## COLLEGES & UNIVERSITIES

<b>Hillsborough County</b>	University of South Florida Hillsborough Community College University of Tampa Florida Metropolitan University
<b>Pinellas County</b>	St. Petersburg College Eckerd College Stetson College of Law University of South Florida/ St. Petersburg campus

## MAJOR EMPLOYERS

AT&T	Morton Plant Hospital
City of St. Petersburg	Nielsen Media Research
Crum Resources	Pinellas County Government
DTCC	Pinellas County Schools
Federal Government	PricewaterhouseCoopers
Hillsborough County Government	Raymond James & Assoc.
Hillsborough County School District	Tampa International Airport
Jabil Circuit	Tech Data Corp
James A. Haley VA Hospital	T-Mobile
MacDill Air Force Base	University of South Florida
MetLife	Verizon Florida

## RECENT CORPORATE RELOCATIONS/EXPANSIONS

AAA Auto Club South  
Bright House Networks, LLC  
Coca-Cola Enterprises, Inc.  
Oscor, Inc.  
Student Loan Solutions, LLC  
Performance Software  
Draper Laboratories  
NDH Medical  
ConMed Linvatec  
USAA  
SRI International

## MAJOR RETAIL CENTERS (Greater than 350,000 sf)

International Plaza & Bay Street  
Tyrone Square Mall  
Westfield Shoppingtown Brandon  
Westfield Shoppingtown Countryside  
Westfield Shoppingtown Citrus Park  
University Mall  
Westshore Plaza

## HOSPITALS

<b>Hillsborough County</b>	Memorial Hospital St. Joseph’s Hospital Tampa General Hospital University Community
<b>Pinellas County</b>	Morton Plant Hospital Bayfront Medical Center St. Anthony’s Health Care All Children’s Hospital



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# HIGHWOODS PROPERTIES TAMPA DIVISION



## DAN WOODWARD – TAMPA

A 24-year commercial real estate veteran, Dan is directly responsible for day-to-day operations in Highwoods Properties' Tampa Division, overseeing all acquisition, leasing, management, and development activities. The Tampa portfolio is comprised of over 3.0 million square feet and represents 13.9 percent of Highwoods' total annualized revenue. With Highwoods since July 2006, Dan was formerly with Trammell Crow Company as senior vice president, responsible for the oversight of Trammell Crow Company's development activities in Central Florida. Dan has also held similar positions with The Pizzuti Companies in Orlando and The Vantage Companies in Tampa.

Dan holds a Bachelor of Science degree and MBA from the University of Florida and a Master of Science in Real Estate Development from the Massachusetts Institute of Technology. A licensed Florida Real Estate Broker, Dan is active in a variety of professional and civic organizations including past president of the Central Florida Chapter of the National Association of Industrial and Office Properties, officer and board member of the Westshore Alliance, and advisory board member for the Bergstrom Center for Real Estate Studies at the University of Florida.

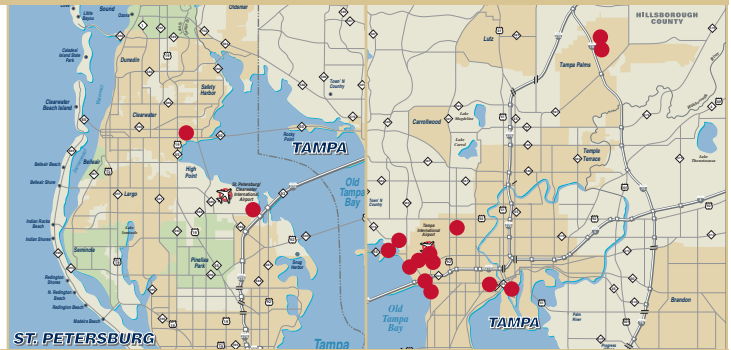
## PORTFOLIO

### TAMPA DIVISION

- 21 Office Properties
- 3.1M RSF
- 5 Submarkets

### DEVELOPMENT

- 20 Acres Core Land



## FEATURED OFFICE ACQUISITION

### 4200 CYPRESS

Purchased December 2009  
93% Leased

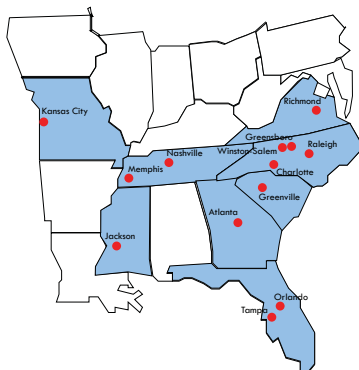


## FEATURED DEVELOPMENT

### HIGHWOODS BAY CENTER I & II



## HIGHWOODS OVERVIEW



### COMPANY OVERVIEW

- Founded 1978
- IPO 1994
- Full Service REIT
- \$3.7B Total Market Cap
- Suburban Office
- 330 Properties
- 32.0M SF
- 2009 NAIOP Developer of the Year

### TOP 5 MARKETS

	% OF ANNUAL REVENUE
Raleigh	15.9%
Atlanta	15.2%
Tampa	13.9%
Nashville	13.1%
Kansas City	10.4%

### TOP 5 CUSTOMERS

	% OF ANNUAL REVENUE
Government - State & Federal	11.5%
AT&T	3.5%
PricewaterhouseCoopers	2.0%
Healthways	1.9%
Metropolitan Life Insurance	1.5%

